

Proctor & Gamble Japan (A)

Introduction

The case, Procter & Gambles Japan (A), reveals the strategic issues that the company has faced and to which it still face in its efforts to deepening its markets in Japan a rather challenging society. Procter and Gamble also known as P&G a manufacture and marketer of consumer goods faces challenges when integrating its global strategies with its local markets.

Marketing Adjustments

Creating the advertisement messages that are in a proper cultural context and appealing to consumers' values of trust and quality.

Global Businesses

This case and other like the Procter & Gamble Japan (A) prove that cultural understanding and product localization are fundamental to a successful export business. The localization versus globalization dilemma is a challenging process through which organizations need to conform to their global strategies while also catering for the specific market needs.

Conclusion

The case of Procter & Gamble in Japan brings out the need to localize global brands to catch on in the foreign markets. Challenges of the Japanese market give practical guidelines that help P&G to become a reliable and progressive brand in the area.

Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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